GOVERNMENT OF INDIA
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
LOK SABHA

STARRED QUESTION NO:312
ANSWERED ON:11.08.2015
Surakshit Khadya Abhiyan
Boianapalli Shri Vinod Kumar;Hansdak Shri Vijay Kumar

Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

(a) whether the Government has launched the Surakshit Khadya Abhiyan, a countrywide campaign to create mass awareness and capacity building for safe and hygienic food and if so, the details, features and the objectives thereof;

(b) whether the Government has taken steps to set up necessary infrastructure to achieve the said objectives; and

(c) if so, the details thereof and the funds allocated/released for the scheme; and

(d) the steps, including setting up of a website, taken/being taken by the Government to actively involve consumers in the programme and create awareness about hygienic food?

Answer

THE MINISTER OF
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
(SHRI RAM VILAS PASWAN)

(a) to (d) : A Statement is laid on the Table of the House.

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STATEMENT REFERRED IN REPLY TO PARTS (a) TO (d) OF LOK SABHA STARRED QUESTION NO.*312 FOR 11.08.2015 REGARDING SURAKSHIT KHADYA ABHIYAN.

(a) to (d) : No, Madam. Confederation of Indian Industry (CII) in partnership with Industry, Voluntary Organisation in Interest of Consumer Education (VOICE), National Association of Street Vendors of India (NASVI), Indian Railway Catering and Tourism Corporation (IRCTC) etc. has launched the Surakshit Khadya Abhiyan as a Pan India campaign on safe food to create mass awareness and capacity building for safe and hygienic food.

This is an industry initiative and Government has not funded this campaign. Food safety advocacy programs such as seminars, trainings, walkathons, Poster & Quiz competitions, media campaign among others are organized under the initiative. A dedicated website www.cii-ska.in has been launched to actively involve consumers in the programme.

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